

# NASN 2026



**STRONGER  
TOGETHER**

# EXHIBITOR PROSPECTUS

Las Vegas, Nevada | Caesars Palace | June 29 - July 2, 2026



*National  
Association of  
School Nurses*

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# ABOUT NASN AND OUR LEADERSHIP

The **National Association of School Nurses (NASN)** is a 501(c)(3) nonprofit specialty nursing organization dedicated to advancing the practice of school nursing and optimizing student health and learning. Established in 1968 and incorporated in 1977, NASN exclusively represents school nurses, serving a membership of more than **19,000 professionals** across **49 affiliates**, including the District of Columbia and overseas.



NASN's **vision** is that *all students are healthy, safe, and ready to learn*. Its **mission** is to *optimize student health and learning by advancing the practice of school nursing*. The organization's **core values** include *Student Well-being; Diversity, Equity, and Inclusion; Ethics; Excellence; Innovation; Integrity; Leadership; and Scholarship*.

The **NASN Annual Conference** is the premier national event for school health professionals—those on the front lines of student wellness and safety. Attendees represent the nation's leading voices in school health, influencing purchasing, policy, and best practices in schools across the United States.

[www.nasn.org/NASN2026](http://www.nasn.org/NASN2026)

## CONFERENCE AT A GLANCE

### Sunday, June 28th (Pre-Conference)

- Freeman Exhibit Hall Setup
- Preconference Sessions
- Board of Directors Meeting
- Leadership Summit
- Affiliate Night Out

### Monday, June 29th

- Exhibitor Registration and Setup
- Morning Opening
- Opening Ceremonies - Annual Meeting & Awards
- Breakout Sessions

### Tuesday, June 30th

- Exhibitor Registration and Setup
- Morning Opening
- General Session
- Breakout Sessions
- Exhibits
- Product Theaters
- Service Project

### Wednesday, July 1st

- Morning Opening
- General Session
- Exhibits
- Product Theaters
- Passport Raffle Drawing
- Exhibitor Tear-Down
- Breakout Sessions

### Thursday, July 2nd

- Morning Opening
- General Sessions
- Conference Closing

# WHO YOU'LL MEET AT NASN2026

A nationwide community of school health professionals shaping student wellness and safety.



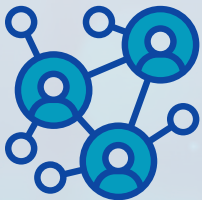
**95%+**  
Licensed nurses  
(RNs, BSNs, NPs)



**70%+**  
Influence purchasing  
or program adoption



**50 States**  
Nationwide representation



**1,000+**  
In-person attendees



**1,200+**  
Virtual participants

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## Roles & Experience

- School Nurse
- Nurse Supervisor
- Health Services Coordinator
- District Health Administrator
- Nurse Practitioner
- Educator/Faculty

Most have 5–25+ years of experience and serve in mid- to senior-level positions.

## Organization Types & Reach

- Public K–12 schools
- Private & charter schools
- School districts
- Health departments

Attendees represent all 50 states, with strong state and district-level participation.

# ENGAGE WITH SCHOOL HEALTH LEADERS

**NASN attendees are mid- to senior-level professionals who oversee student wellness and health compliance for districts and schools nationwide. They are actively seeking:**

- Evidence-based tools and technology for managing chronic conditions and student records
- Professional development and leadership resources to enhance school health programs
- Products and solutions that improve efficiency, safety, and student outcomes

## APPLY EARLY...

- Booth space assigned based upon receipt of application and payment, sponsorship level, and advertising spend.
- Exhibit space expected to sell out this year.
- Refreshments served in the exhibit area.
- Dedicated exhibit hours with no competing educational sessions!
- NASN facilitated activities that bring members into the booth, including President Meet and Greet as well as Meet the NASN Journal Editors.

***Prices will increase after January 31<sup>st</sup>***

## WHAT VENDORS SAY:

**“Nurses were engaged in learning and happy to be back in person, both for education sessions & to visit exhibits.”**

**“Booth was definitely always busy!”**

**“Traffic exceeded expectations.”**

**“Great exposure and networking to a target consumer.”**

**“Great return on our investment and a very well run conference for exhibitors.”**

# EXHIBITOR SPECIFICATIONS

## EXHIBIT LOCATION:

Augustus Ballroom in Caesars Palace

## SPACE ASSIGNMENT

Exhibit space will be assigned based upon receipt of application and payment, sponsorship level, and advertising spend.

## TERMS

The total space rental fee must accompany the exhibit space application or it will not be considered.

## EXHIBIT PACKAGE INCLUDES:

- An 8' high back wall and 3' high side drape
- A 7" x 44" one-line identification sign
- One 6' draped table
- Two armchairs
- One wastebasket
- Aisle cleaning before the show opens and each evening
- Complimentary listing in the NASN2026 conference program and app, if submitted by April 18th.
- Perimeter security (during exhibit off hours)
- Two complimentary exhibitor badges for each 10' x 10' booth space purchased (additional badges will incur a **\$250 fee**)

**PLEASE NOTE** Exhibitor badges provide access to the exhibit hall and do not include access to educational sessions scheduled outside of exhibit hall hours. Exhibitors wanting access to educational sessions will register as an attendee and pay a registration fee.

## EXHIBIT BOOTH FEES

10' x 10' Inline Booth	\$2,350
10 x 10' Corner Booth	\$2,600
10' x 20' Inline Booth	\$4,350
10' x 20' Corner Booth	\$4,600
20' x 20' Island Booth	\$12,000
10' x 10' Non-Profit Booth	\$2,000

Prices will increase after January 31st

## IMPORTANT DATES & TIMES

### EXHIBIT DATES AND HOURS

Tuesday, June 30th, 12:15 PM – 5:00 PM  
Wednesday, July 1st, 9:45 AM – 1:45 PM  
*Exhibit hours are unopposed with no competing educational sessions.*

### EXHIBIT REGISTRATION & SETUP

Monday, June 29th, 8:00 AM – 5:00 PM  
Tuesday, June 30th, 8:00 AM – 11:30 AM  
*All booths must be set up by 11:30 AM for official booth inspection.*

### EXHIBITOR MOVE-OUT

Wednesday, July 1st, 1:45 PM – 5:00 PM  
*Exhibit booths must remain staffed until 1:45 PM, and dismantling is not permitted before the official closing time.*  
*Non-compliance may affect your booth location or future exhibition opportunities at NASN Annual Conferences.*

# NASN ANNUAL CONFERENCE SPONSOR - \$12,500

The Annual Conference Sponsor package is a recognition and positioning package in connection with the Annual Conference. The package includes visibility and awareness benefits as well as key access opportunities to all event attendees.

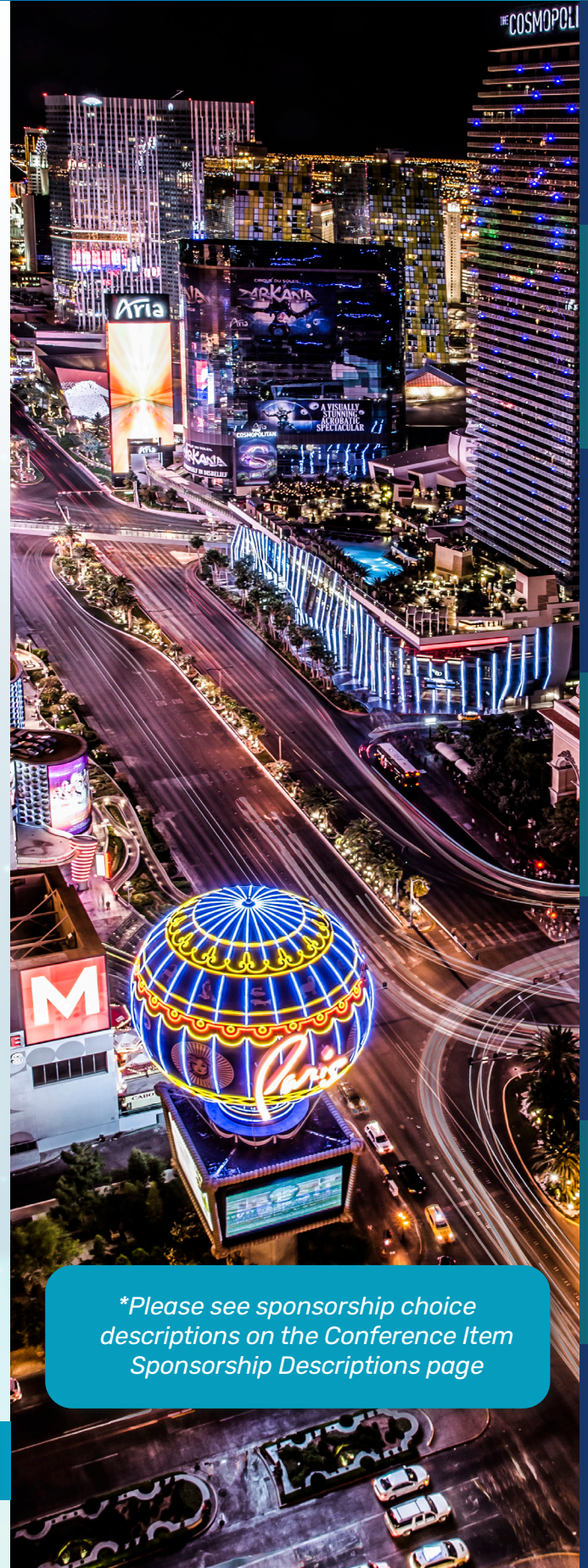
## Specific benefits include:

- Promotional Rights as an Official NASN Conference Sponsor
- Exhibit booth- 10x10 Inline
- Conference Visibility: On-site Signage and Other Recognition Sponsor Services
- Designated NASN/Naylor account executive to facilitate relationship
- One meeting/call to review Conference marketing objectives
- Annual Conference Sponsors can customize their benefits at the Annual Conference through a **choice of 1 of the below sponsored components:**
  - Exclusive Sponsorship of Mobile App (1)
  - Exhibit Promotion Package (16)
  - Attendee Headshots (1)
  - Room Drop
  - Exclusive Networking Sponsorship
  - Exclusive Online Program Sponsorship

## Other Access:

- Annual Conference registrations - 2 meeting registrations for Conference Sponsor
- Annual Conference Sponsor "thank-you" signage (band of logos/appropriate to level) in high-traffic/VIP locations of events
- Logo with link on Conference webpage on NASN website/event home page; 3 months pre and post event (appropriate to level)

[www.nasn.org/NASN2026](http://www.nasn.org/NASN2026)



*\*Please see sponsorship choice descriptions on the Conference Item Sponsorship Descriptions page*

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# NASN ANNUAL CONFERENCE SUPPORTER - \$6,000

The Annual Conference Supporter package is a recognition and positioning package in connection with the Annual Conference. The package includes visibility and awareness benefits as well as key access opportunities to all event attendees.

## Specific benefits include:

- Promotional Rights as an Official NASN Conference Supporter
- Exhibit booth – 10x10 Inline
- Conference Visibility: On-site signage and other recognition sponsor services
- Annual Conference Supporters can customize their benefits at the Annual Conference through a **choice of 1 of the below components:**
  - Exhibitor Passport
  - Waiting Room Slides
  - In-Person Networking/Topic Market Sponsorship

## Other Benefits

- Annual Conference registrations - 1 meeting registration for Annual Conference Supporter
- Annual Conference Supporter “thank-you” signage (band of logos/appropriate to level) in high-traffic/VIP locations of events
- Logo with link on Conference webpage on NASN website/event home page; 3 months pre and post event (appropriate to level)
- General NASN Support

*\* Please see sponsorship choice descriptions on the Conference Item Sponsorship Descriptions page*

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# CONFERENCE ITEM SPONSORSHIP DESCRIPTIONS

You may only select one of these sponsorships as part of your 2026 Annual Conference package listed on the previous page.

SPONSOR PACKAGE TIER OPTIONS	
<b>Exclusive Online Program Sponsorship of Mobile App</b>	Includes the splash screen when you log in for the first time (3.5 seconds - not clickable); main screen sticky banner (bottom of main screen only - clickable); and sponsored push notifications (one each day). NASN will be encouraging all attendees to use the mobile app.
<b>Exhibitor Promotion Package</b>	Reach attendees prior to, on-site, and after the conference and promote your booth and any specials or giveaways you have planned. Package includes exhibitor passport, floor cling, and pre-registration list. <b>Limited to 16 sponsors!</b>
<b>Attendee Headshots</b>	Attendees have been asking for Headshots! We will extend your booth space with an additional 10x10 space where attendees can have their headshots taken. Attendees will be scheduling times for their headshots during exhibit hours.
<b>Room Drop</b>	Your message will be delivered outside of all attendee rooms staying at the Cesears Palace Las Vegas. Great way to promote traffic to your booth or product theater.
<b>Exclusive Online Program Sponsorship</b>	Includes two digital ads placed on either side of the digital program. Banner ad and logo in email sent by NASN providing program link to all attendees. Sponsorship also includes full page, full-color ad in both the printed and digital programs.
<b>Exclusive Networking Sponsorship</b>	More details coming soon

SUPPORTER PACKAGE TIER OPTIONS	
<b>Exhibit Passport</b>	Booth driver where attendees visit your booth to have their passport stamped and to be entered into the NASN Passport prize drawing. <b>Limited to 16 sponsors and will sell out!</b>
<b>In-Person Networking/Topic Market Sponsorship</b>	More details coming soon
<b>Waiting Room Slides</b>	Two (2) Waiting Room Slides

# INTEGRATED EVENT & MEDIA PACKAGES

**Want to stand out at NASN 2026 and stay top-of-mind with school health leaders all year long?** Our Integrated Packages combine high-impact event presence with NASN's most effective digital media opportunities. These bundles allow you to maximize visibility on-site *and* extend your reach before and after the conference, creating continuous engagement across multiple channels.

PACKAGE ITEM	SIGNATURE IMPACT SPONSOR	ESSENTIAL PRESENCE SUPPORTER
Promotion Rights as Official Sponsor	✓	✓
10x10 Inline Exhibit Booth	✓	✓
Custom Sponsorship Choice	9 options from <b>Sponsor Package Tier</b>	5 options from <b>Supporter Package Tier</b>
Meeting Registrants	2	1
On-site Signage	✓	✓
Thank-You Signage	✓	✓
NASN Event Home Page Logo (3-month pre + 3-month post)	✓	✓
Recognition in Program Materials	✓	✓
Weekly Digest Rectangles	✓	✓
NASN Sponsored Eblasts	2 Included	1 Included
NASN Website Advertising	Top Leaderboard (or best available)	Bottom Leaderboard (or best available)
Programmatic / Geofencing	100K Impressions	50K Impressions

## Custom Integrated Packages

If you don't see the perfect fit, we'd be happy to work with you on a tailored solution that aligns with your goals and audience needs.

*\*All custom packages are reviewed by NASN. Naylor's team will collaborate with you to develop a strategic package that aligns with your objectives and investment level.*

For more information and pricing, please contact Debbie DesRoches at [debbie.desroches@naylor.com](mailto:debbie.desroches@naylor.com) or (703) 927-9520

# A LA CARTE ADVERTISING AND BRANDING

Enhance your reach by engaging with attendees at both the in-person and virtual NASN2026 events.

<b>Exclusive Sponsorship of Banner Ad</b>	On Home Pages of NASN2026 Conference Websites (Marketing Website and Event Website) – Digital banner ad at the top of the home pages. <b>\$5000</b>
<b>Exclusive Sponsorship of Daily Conference Recap Email</b>	Includes a banner ad and sponsor section at bottom of the email. Will be included on all daily emails (3 total In-person   3 total Virtual). <b>\$3000</b>
<b>Exclusive Conference Discussion Sponsorship</b>	Clickable logo on all messages sent within the discussion platform. Delivered to attendee's email before, during, and after the in-person and virtual conferences. <b>\$2500</b>
<b>Mailing List Rental</b>	Registration lists, complete with mailing and email addresses, of all in-person and virtual NASN2026 attendees who have opted in to receive exhibitor and sponsor-related communications. Rental of the pre-registration list entitles exhibitors to a one-time mailing; rental of the pre-registration and the post-show list entitles exhibitors to two mailings (one pre-show and one post-show). Exhibitors must provide a sample of their pre-reg mailing for approval. <b>\$500 for the Pre-Registration list</b> <b>\$900 for the Pre-Registration and Post-Registration lists</b>

To learn more about exhibitor and sponsorship opportunities at NASN2026, please contact Debbie DesRoches at [debbie.desroches@naylor.com](mailto:debbie.desroches@naylor.com) or (703) 927-9520



# NASN ANNUAL SPONSOR OPPORTUNITIES

NASN offers Annual Sponsor opportunities. NASN starts by conducting a Partnership Needs Assessment to allow us to customize each company's package of services and recommend the level of engagement that fits each sponsor's business priorities, goals and budget. NASN's staff then creates a tailored, strategic Marketing and Sponsorship Plan for each company.

## Mission Strategic Sponsor

NASN offers Annual Sponsor opportunities. The Mission Partner package is the highest level of partnership offered and consists of year-round benefits. The package includes exclusive member engagement, positioning, content collaboration and thought leadership opportunities, as well as prominent recognition and visibility at events, virtual activities and involvement via other communication channels.

## Annual Strategic Sponsor

Sponsor benefits depend on the level, but may include:

- Sponsorship ties to specific areas/activities/events within NASN
- Recognition and collaboration of content on NASN website and via other channels

- Opportunities for member engagement
- Opportunities to position company as a thought leader
- Opportunities to co-create content
- Various ways to access and network with NASN stakeholders
- Year-round and/or event specific recognition and positioning
- Rights to promote and market the affiliation with NASN
- Opportunities for information dissemination
- Annual meeting sponsorship opportunities

## NASN also offers others ways for Corporations to engage, like:

- Grants/Donations
- Exhibits
- Advertising

To learn more about NASN Annual Sponsor opportunities, please contact Terry Roberts at [troberts@nasn.org](mailto:troberts@nasn.org) or 240-821-1130 x1650.

